

Read fairly fast.

TIME: 10:29

DATE: 3/8/54
SPONSOR: DAVID BOOT SHOP
SOLICITOR: BK

SPRING IS IN THE AIR AND THE SOUTH IS A-CALLING. SO IF YOU'RE HEADED SOUTHWARDS, FOR SPRING VACATION, YOU BETTER GET YOUR SHOES BOUGHT NOW. DAVID'S BOOT SHOP ON MAIN STREET HAS A BRAND NEW SUPPLY OF WHITE SHOES THAT ARE SO PERK AND COOL LOOKING. YOU'LL FALL IN LOVE WITH CAPEZIOS WHITE FLATS WITH STRAWBERRIES ON THEM. CAPEZIO HAS FLATS AND HEELS IN WHITE KID, STRAW, AND PASTEL SHADES. DAVID'S ALSO HAS MAMSELLE WHITE CALF PUMPS, SPECTATORS AND WHITE LACE PUMPS AND SLINGS. ALL THESE SHOES COME IN MEDIUM AND HIGH HEELS. YOU'LL LOVE DAVID'S ~~SHOE~~ STORE CALLED THE ~~PAVED~~ HIGH ~~HEEL~~ SHELL PUMP WHICH COMES IN WHITE CALF. THESE AND MANY OTHER ~~FINE~~ LOOKING COMFORTABLE SHOES ARE YOURS FOR REASONABLE PRICES AT DAVID'S ~~BOOT~~ STORE ON MAIN STREET.

As well as YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW: 10:30.

ANNOUNCER'S SIGNATURE: 3/8/54 - Agathe Kehler

